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Docket No.: 60097-0112

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A process method for video frame-specific tagging of media streams with tag translation at a receiver, comprising the steps of:  
receiving a media stream at said receiver;  
storing said media stream on a storage device on said receiver;  
detecting video frame-specific tags inserted into said media stream;  
processing said tags;  
performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and  
displaying program material in said stored media stream from said storage device to a viewer[[:]]  
~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~
2. (Currently Amended) The process method of claim 1, wherein tags indicate start and end points of a program segment within a media stream.
3. (Currently Amended) The process method of claim 2, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer pressing a button on a remote input device.
4. (Currently Amended) The process method of claim 2, wherein said displaying step automatically skips said program segment.
5. (Currently Amended) The process method of claim 1, wherein said processing step displays a menu to the viewer based on information included in a tag.

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6. (Currently Amended) The process method of claim 1, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.
7. (Currently Amended) The process method of claim 1, said processing step further comprising ~~the steps of:~~
- displaying multiple icons to a viewer;
  - accepting viewer input information;
  - ~~allowing the viewer to scrolling~~ through said multiple icons based on the viewer input information;
  - selecting a particular icon based on the viewer[']s] input information; and
  - performing an action associated with the selected icon.
8. (Currently Amended) The process method of claim 1, further comprising ~~the steps of:~~
- wherein said processing step displays an icon to a viewer based on information included in a tag;
  - accepting viewer input information;
  - ~~interacting with the viewer in response to accepting viewer input information,~~
  - performing one or more actions based on the tag information;
  - saving an exit point in the program material prior to performing the one or more actions upon interacting with the viewer; and
  - ~~wherein the viewer is returned~~ returning to said exit point upon completion of ~~any interaction the one or more actions.~~
9. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises[[ing]] ~~the steps of:~~
- presenting a plurality of menus to the viewer for generating a lead; and
  - forwarding the ~~viewer's~~ contact information of the viewer to a third party upon viewer approval.

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10. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the steps of:~~

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

forwarding ~~the viewer's~~ purchase information of the viewer to ~~[[the]]~~ a proper merchant.

11. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting a set of program recording options to the viewer; and

scheduling program material ~~the viewer's~~ based on recording preferences options selected.

12. (Currently Amended) The process method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting ~~[[the]]~~ content of a Web site's Web page to the viewer ~~in response to based on the viewer~~~~[[ 's]]~~ input information; and

~~wherein the viewer is allowed to interacting with said Web site based on the viewer input information.~~

13. (Currently Amended) The process method of claim 1, wherein said tags allow a system administrator to remotely configure said receiver.

14. (Currently Amended) The process method of claim 1, further comprising the ~~steps of:~~

marking indexes in said media stream based on tag information; and

jumping to an index selected by ~~[[a]]~~ the viewer.

15-27 (Cancelled)

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28. (Currently Amended) An apparatus for video frame specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising:

a storage device on said receiver;

a module ~~for receiving~~ that receives said media stream at said receiver;

a module ~~for storing~~ that stores said media stream on said storage device;

a module ~~for detecting~~ that detects video frame-specific tags inserted into said media stream;

a module ~~for processing~~ that processes said tags;

a module that performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions;  
and

a module ~~for displaying~~ that displays program material in said stored media stream from said storage device to a viewer[;]

~~wherein said processing module performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

29. (Currently Amended) The apparatus of claim 28, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

30. (Currently Amended) The apparatus of claim 29, wherein said ~~displaying module~~ that displays program material skips over said program segment in response to [[a]] receiving viewer pressing a button on a remote input device.

31. (Currently Amended) The apparatus of claim 29, wherein said ~~displaying module~~ that displays program material automatically skips said program segment.

32. (Currently Amended) The apparatus of claim 28, wherein said ~~processing module~~ that processes said tags displays a menu to a viewer based on information included in a tag.

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33. (Currently Amended) The apparatus of claim 28, wherein said ~~processing~~ module that processes said tags records a current program in said media stream on said storage device based on information included in a tag.

34. (Currently Amended) The apparatus of claim 28, said ~~processing~~ module that processes said tags further comprising:

a module ~~for displaying~~ that displays multiple icons to a viewer;

a module ~~for accepting~~ that accepts viewer input information;

a module ~~for allowing the viewer to scroll~~ that scrolls through said multiple icons based on the viewer input information;

a module ~~for selecting~~ that selects a particular icon based on the viewer[[’s]] input information; and

a module ~~for performing~~ that performs an action associated with the selected icon.

35. (Currently Amended) The apparatus of claim 28, further comprising:

wherein said ~~processing~~ module that processes said tags displays an icon to a viewer based on information included in a tag;

a module ~~for accepting~~ that accepts viewer input information;

a module ~~for interacting with the viewer~~ that performs one or more actions based on the tag information in response to accepting the viewer input information;

wherein said ~~displaying~~ module that displays program material saves an exit point in the program material prior to performance of the one or more actions upon interacting with the viewer; and

wherein said module that displays program material ~~the viewer is~~ returns[[ed]] to said exit point upon completion of any interaction the one or more actions.

36. (Currently Amended) The apparatus of claim 35, further comprising:

a module ~~for presenting~~ that presents a plurality of menus to the viewer for generating a lead; and

a module ~~for forwarding~~ that forwards the viewer’s contact information of the viewer to a third party upon viewer approval.

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37. (Currently Amended) The apparatus of claim 35, further comprising:  
a module ~~for presenting that presents~~ a plurality of menus to the viewer for generating a sale of an advertised product or service; and  
a module ~~for forwarding that forwards~~ the viewer's purchase information of the viewer to ~~[[the]]~~ a proper merchant.
38. (Currently Amended) The apparatus of claim 35, further comprising:  
a module ~~for presenting that presents~~ a set of program recording options to the viewer; and  
a module ~~for scheduling that schedules program material the viewer's based on~~ recording ~~preferences options selected~~.
39. (Currently Amended) The apparatus of claim 35, further comprising:  
a module ~~for presenting that presents~~ ~~[[the]]~~ content of a Web site's Web page to the viewer ~~in response to based on~~ the viewer~~[[ 's ]]~~ input information; and  
~~wherein the viewer is allowed to~~ a module that interacts ~~interact~~ with said Web site based on the viewer input information.
40. (Original) The apparatus of claim 28, wherein said tags allow a system administrator to remotely configure said receiver.
41. (Currently Amended) The apparatus of claim 28, further comprising:  
a module ~~for marking that marks~~ indexes in said media stream based on tag information; and  
a module ~~for jumping that jumps~~ to an index selected by a viewer.
- 42-54 (Cancelled)
55. (Currently Amended) A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform

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method steps for video frame-specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising the steps of:

receiving said media stream at said receiver;

storing said media stream on a storage device on said receiver;

detecting video frame-specific tags inserted into said media stream;

processing said tags;

performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and

displaying program material in said stored media stream from said storage device to a viewer[[:]]

~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

56. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

57. (Currently Amended) The ~~method~~ program storage medium of claim 56, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer ~~pressing a button on a remote~~ input device.

58. (Currently Amended) The ~~method~~ program storage medium of claim 56, wherein said displaying step automatically skips said program segment.

59. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said processing step displays a menu to a viewer based on information included in a tag.

60. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.

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61. (Currently Amended) The ~~method~~ program storage medium of claim 55, said processing step further comprising ~~the steps of:~~

displaying multiple icons to a viewer;

accepting viewer input information;

~~allowing the viewer to scrolling~~ through said multiple icons based on the viewer input information;

selecting a particular icon based on the viewer[[ 's]] input information; and

performing an action associated with the selected icon.

62. (Currently Amended) The ~~method~~ program storage medium of claim 55, further comprising ~~the steps of:~~

wherein said processing step displays an icon to a viewer based on information included in a tag;

accepting viewer input information;

~~interacting with the viewer in response to accepting the viewer input information,~~  
performing one or more actions based on the tag information;

saving an exit point in the program material prior to performing the one or more actions ~~upon interacting with the viewer;~~ and

~~wherein the viewer is returning~~[[ed]] to said exit point upon completion of ~~any interaction~~ the one or more actions.

63. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] ~~the steps of:~~

presenting a plurality of menus to the viewer for generating a lead; and

forwarding ~~the viewer's contact information~~ of the viewer to a third party upon viewer approval.

64. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] ~~the steps of:~~

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and



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forwarding ~~the viewer's~~ purchase information of the viewer to ~~[[the]]~~ a proper merchant.

65. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting a set of program recording options to the viewer; and

scheduling program material the viewer's based on recording preferences options selected.

66. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting ~~[[the]]~~ content of a Web site's Web page to the viewer ~~in response to based on the viewer[[']s]] input information;~~ and

wherein the viewer is allowed to interacting with said Web site based on the viewer input information.

67. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said tags allow a system administrator to remotely configure said receiver.

68. (Currently Amended) The ~~method~~ program storage medium of claim 55, further comprising ~~the steps of:~~

marking indexes in said media stream based on tag information; and

jumping to an index selected by a viewer.

69-81. (Cancelled)

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The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

Please charge any shortages or credit any overages to Deposit Account  
No. 50-1302.

Respectfully submitted,

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Dated: 6/11/09

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